



SAN MATEO COUNTYWIDE
Water Pollution Prevention Program
Clean Water. Healthy Community.

PIP SUBCOMMITTEE MEETING
November 9, 2010 -10AM to Noon
Foster City Community Center (Port Room)
1000 East Hillsdale Blvd., Foster City, CA 94404

Agenda

Item	Time	Presenter
1 Introductions, Review Meeting Notes	10:00-10:05	Mike McElligott
2 Community Action Grant Outcome: Update on applications received, advertising, and upcoming selection process. <i>Workplan: C.7.g Citizen Involvement Events (pg 5)</i>	10:05-10:20	Elizabeth Claycomb and Sarah Schrader
3 School Outreach Programs Outcome: Update on high school RFP and school assemblies. <i>Workplan: C.7.h. School-Age Children Outreach (pg 5)</i>	10:20-10:30	Sarah Schrader
4 Coastal Cleanup Day Results Outcome: Inform members on the statistics from the cleanup. Discuss event. <i>Workplan C.7.g Citizen Involvement Events (pg 5)</i>	10:30-10:45	Ana Clayton
5 Judging for Special Awards at the SMC Science, Math & Tech Fair Outcome: Decide what to award and how we want to participate. <i>Workplan: C.7.h School-Age Children Outreach</i>	10:45-11:00	Marilyn Harang
6 Watershed Diorama Use Outcome: Agree on and set a Standard for the Use and Care of the Diorama by members, including repair / replacement of damaged materials, parts, etc. <i>Workplan: C.7.e. Public Outreach Events (pg 4)</i>	11:00-11:25	Sarah Schrader
7 New Online News Website "The Patch" Outcome: Inform members about how to use this website to get the word out on events & press releases. <i>Workplan: C.7.c. Media Relations - Use of Free Media (pg 2-3)</i>	11:25-11:40	Ana Clayton
8 Regional Ad Campaign Outcome: Update members on status of the Regional Ad Strategic Plan and Regional Media Relations. <i>Workplan: C.7.b. Advertising Campaigns</i>	11:40-12	Sarah Schrader

Next Meeting: Tuesday, January 11, 2010 - 10:00 a.m. to 12 Noon

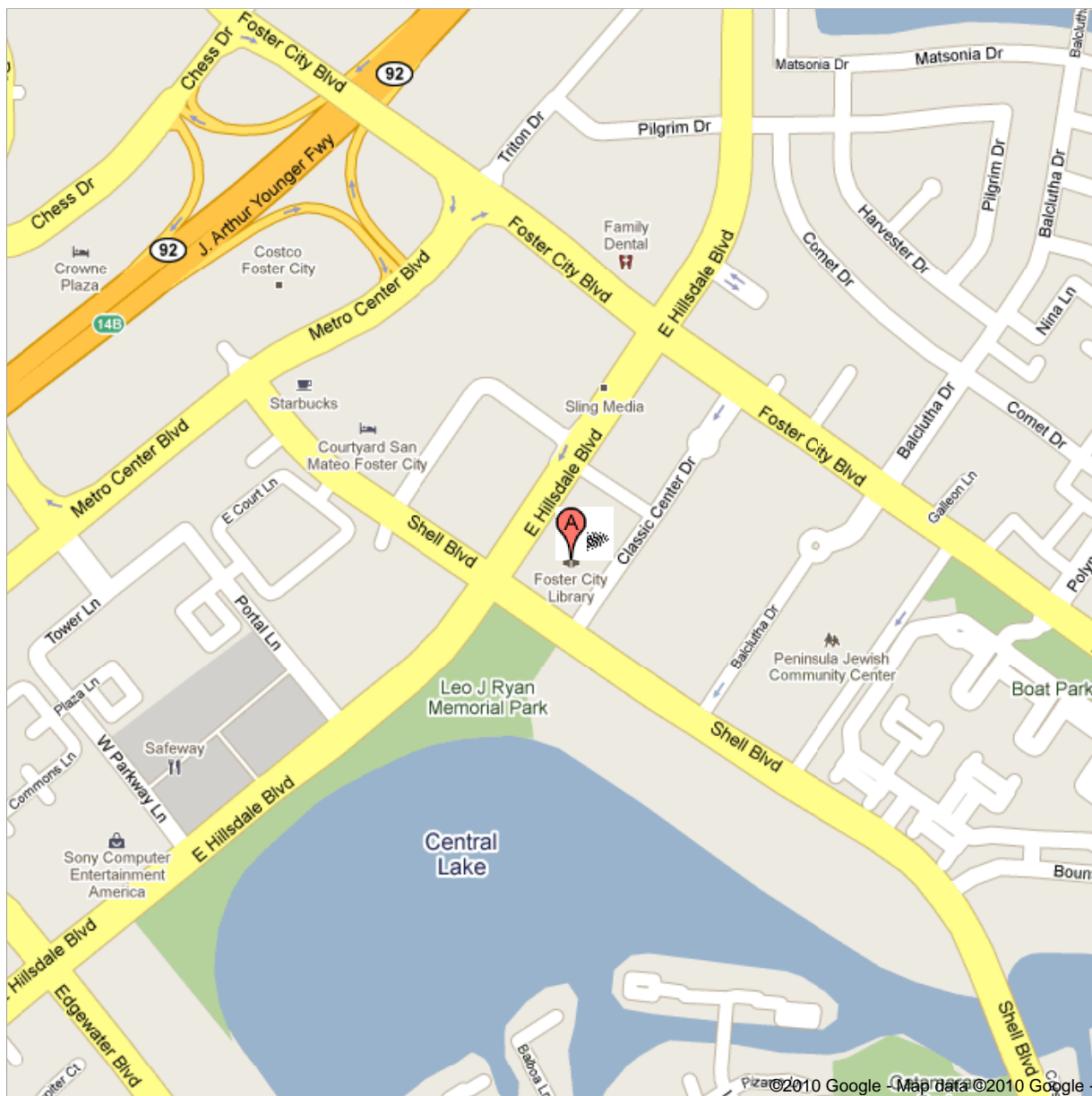


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Foster City, CA 94404

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Public Information and Participation Subcommittee				FY 2010-2011					
AGENCY	NAME	ALTERNATE	PHONE	Jul-10	Sep-10	Nov-10	Jan-11	Mar-11	May-11
Atherton	Tiffany Telles		752-0544						
Belmont	Jozi Plut	Diane Lynn	595-7425	1					
Brisbane	Matthew Fabry (Program Coordinator)		415-508-2134	1	1				
Burlingame	Kiley Kinnon	Eva C. Justimbaste	342-3727	1	1				
Colma	Muneer Ahmed	Joshua Rawley	757-8888	1	1				
Daly City	Ward Donnelly	Leslie P.	991-8200	1	1				
East Palo Alto	John Latu		853-3165	1					
Foster City	Mike McElligot		286-3546	1					
Half Moon Bay	Muneer Ahmed	Ma Sharma			1				
Hillsborough	Rachelle Ungaretti		375-7444	1	1				
Menlo Park	Regina Wheeler	Virginia Parks	650-330-6763	1					
Millbrae	Shelly Reider	Krista Kuehnhackl	259-2444	1	1				
Pacifica	Lizzy Claycomb		738-7361	1	1				
Portola Valley			851-1700 x 14						
Redwood City	Marilyn Harang	Beth Ross	780-7477	2					
San Bruno	Jim Shannon		616-7046	1					
San Carlos	Jill Lewis		802-4361	1	1				
San Mateo City	Vern Bessey	Alan Atwater	522-7342						
San Mateo County	Carole Foster			1					
South San Francisco	Daniel Fulford	Shoshana Wolff	829-3881	1					
Woodside	Gratien Etchbehere		851-6790						
Public:									
TOTAL IN ATTENDANCE				17	9	0	0	0	0

PIP Consultants:

Environ. Health	Sarah Schrader		373-6245	1	1				
Environ. Health	Mary Bell Austin		373-6259		1				
Environ. Health	Ana Clayton		373-6214	1					
Environ. Health	Mae Gardner		373-6291	1					

DRAFT
Public Information and Participation Subcommittee Meeting Summary
Foster City Community Center

Meeting Date: September 21, 2010

Subcommittee Action: N/A

Requested Technical Advisory Committee Action or Feedback/Guidance (if any): None.

Other information/Announcements:

- **Sarah's Upcoming Leave.** Sarah will be out on maternity leave starting December 13, 2010 and will be out for 6 months, returning in the beginning of June 2011. Environmental Health will be hiring a full-time position to take over completing the work plan projects for stormwater. The new person will have a 2-3 week training period with Sarah. Matt requested that any budget decisions related to fee adjustments for the Program discussed at the BASMAA Regional PIP meeting, be communicated to him in Sarah's absence. Sarah will make this clear to the new hire.
- **Community Action Grant.** This yearly grant offered by SMCWPPP's PIP subcommittee awards \$15,000 worth of grant funds to groups working on water related projects with an outreach component. Last year 12 organizations applied. We are able to award 5 organizations at \$3,000 each. Environmental Health notifies groups and schools and does the advertising for the grant. A volunteer from PIP is required to be the Lead. Elizabeth Claycomb from the City of Pacifica has volunteered to be the Lead for the 2nd year. Her duties include receiving applications, answering questions from groups, and receiving the final project reports. Volunteers from PIP are needed to help Elizabeth assess the applications and choose the projects to be funded. Shelly Ryder from the City of Millbrae and Rachelle Ungaretti from the Town of Hillsborough will help Elizabeth. The application will be finalized and posted online by October 4th. Applications will be due November 19, 2010. Notification postcards were handed out to all PIP members to display in city offices, after October 1st.
- **School Outreach Update.** Banana Slug String Band has booked 16 schools in 10 cities. There are still 11 cities and towns that need to have an assembly booked. The Band has emailed all public school Principals. Environmental Health faxed a flyer to all public schools, and researched all private elementary schools in the remaining 11 cities and towns, sending a fax to these private schools. Sarah has been working with the County Used Oil Recycling Program to develop a new High School presentation for new drivers titled, "Water Pollution Prevention and Your Car". A Consultant will be hired to present to 10th-12th grade student's taking Drivers Education classes or Environmental Science classes. Funding for the class will be split between SMCWPPP and the County Used Oil Recycling Program. An RFP is being developed and will be advertised and sent out to potential Contractors in mid-October, with the goal of hiring a Contractor by January 2011, to present during the spring semester. Suggestion was brought up to require follow-up curriculum to the teachers.
- **Coastal Cleanup Day.** The new website has decreased the amount of calls and emails we normally get. A lot of people are now familiar with the sites and know where to go. Whole Foods is sponsoring Coyote Point Park in San Mateo and Bedwell Bayfront Park in Menlo Park. This past weekend Millbrae and Pacifica had their cleanup. Shelly

Ryder said that Millbrae had over 100 people, many from local schools and youth groups. Millbrae continued the theme, "Take it to the Streets" and covered a lot of area. Along with the usual recycling, they also recycled a ½ yard of paper. Total 3 yards of debris. In Pacifica, Elizabeth Claycomb reported that the Pacifica Beach Coalition would be getting the results to Ana Clayton by Thursday. There were 31 cleanup sites in Pacifica with a celebration afterwards. A cleanup is also scheduled this weekend at the Fog Fest booth.

- **Regional Ad Campaign.** Since May, the BASMAA PIP group met August 25 (did not meet in June or July), and will meet again tomorrow, September 22. Sarah attended the August 25 meeting. Steven Groner & Associates (SG&A) were hired to complete a strategic plan, and have developed successful anti-litter campaigns for the County of Los Angeles. At this meeting Steven and Erica from SG&A lead the group in a brainstorming activity on internal strengths & weaknesses, and external opportunities and threats within the BASMAA PIP group. Also what has worked well in the past and not so well were discussed. A presentation by the City of San Jose was also done on their recently completed Strategic Communications Plan for 2010-2014. A copy of the plan was emailed out and could be used for planning the regional advertising effort. For media relations, six pitches are planned this year on a regional level; the first two may be on "winterizing" before the first rain, and pet waste. It was requested that any press releases should also be emailed out to all the PIP representatives. It was also requested that any advertising campaign that suggests options for additional local efforts come with a guidance template on how to implement.
- **Car Wash Business Partnership.** Sarah completed 7 Site visits in July to commercial car wash business in the northern part of the County. She researched car washes before the site visit and found 35 businesses listed in San Mateo County; 24 of those were hand wash and the rest were coin-operated DIY. She also researched which businesses offer online discounts currently, and which have a fundraising program. The purpose of the visit was to let the owner and manager know our outreach goals, to see if they would partner with SMCWPPP to be listed on a Car Wash Discount Card, to see if they would display tip cards at their business, and to see if it would be possible to have an outreach event at their business. As a result of these site visits, four businesses agreed to be listed on a discount card: Westlake Touchless in Daly City, Foster City Touchless in Foster City, Tanforan Shell in San Bruno, and South City Car Wash in South San Francisco. Sarah will continue to do more site visits in October – November. Discussion regarding media advertising. With \$5,000 in budget, three options were discussed: newspaper, billboards, and outside bus ads. Running bus ads for a month was the most popular among PIP members for the funds available.
- **Mercury Recycling Efforts.** Mary Bell Austin with the County Universal Waste Program presented on ways that cities and towns can partner with the program to fulfill C.11.a Mercury Collection and Recycling by helping to promote or recruit retail stores that take back fluorescent bulbs and tubes. Contact Mary Bell for more information on partnering possibilities: maustin@co.sanmateo.ca.us

Subcommittee Work That Affects Other Subcommittees: N/A

Next Steps: The Community Action Grant application will be finalized; send comments and edits to Sarah Schrader by September 30. The grant application will be posted online by October 4th and notification postcards will be sent out that same day. Sarah Schrader will send out a press release about the Community Action Grant mid-October. An RFP for new High School outreach presentation will be finalized by mid-October. Sarah Schrader will continue to conduct site visits at car wash businesses and plan for a discount card and bus advertisement's scheduled for spring 2011. Coastal Cleanup Day is this Saturday, Sept 25.

Next Meeting Date: November 9, 2010